
Legislative Engagement Planning Tool

Communication is at the heart of building relationships with elected and appointed officials. This worksheet will help you develop a strong communication plan.

1. Evaluate Your Current Communications Plan

Before diving into a bolstered effort to increase engagement with legislators and other policy-makers, it is important to evaluate your current communication efforts. The following chart can be used for evaluation and planning purposes.

Audience	Goal(s)	Form of Communication	Frequency
Legislators	1. Strengthen the presence, prominence and knowledge of public health. 2. 3.		
Local Board of Health	1. Strengthen the presence, prominence and knowledge of public health. 2. 3.		
County Board of Supervisors	1. Strengthen the presence, prominence and knowledge of public health. 2. 3.		



2. Identify Your Legislators

There is a Find your Legislator Tool on the Iowa Legislature Website that can be used to identify the representatives from your county (www.legis.iowa.gov/legislators/find). Once you identify your representatives:

- A. Save their contact information.
- B. Follow them on Twitter. Many legislators will talk about what they are doing.
- C. Like their Facebook page.
- D. Subscribe to their newsletter.
- E. Send an introductory email.

Legislator	Phone	Email	Twitter	Facebook	Newsletter

3. Identify Local Policy-Makers

Local opinion-leaders could be city officials, local health care workforce or other prominent figures. Once they have been identified:

- A. Save their contact information.
- B. Follow them on Twitter.
- C. Like their Facebook page.
- D. Send an introductory email.

Policy-Maker	Phone	Email	Twitter	Facebook

Contact

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